Kansas CTE

21st Century Journalism (2011): Grades 9, 10, 11, 12

Adopted 2011

Essential Knowledge and Skills

0.1 Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

1. Adapt language for audience, purpose, situation (i.e. diction/structure, style). 0.1.1
2. Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports). 0.1.2
3. Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division. 0.1.3
4. Analyze data when interpreting operational documents. 0.1.4

0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

1. Interpret information, data and observations to apply information learned from reading to actual practice. 0.2.1
2. Communicate effectively with others to foster positive relationships. 0.2.2
3. Reference the sources of information. 0.2.3
4. Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization). 0.2.4
5. Deliver an oral presentation to provide information for specific purposes and audiences. 0.2.5

0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.

1. Analyze elements of a problem to determine solutions (including how to think creatively). 0.3.1

0.4 Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

1. Follow operation manuals for all equipment and tools to maintain safe workplace for self and others. 0.4.1

Skip to main content

2. Demonstrate safe work habits and procedures (i.e. personal habits, around electricity, storage of equipment). 0.4.2

0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

1. Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others). 0.5.1
2. Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation). 0.5.2

0.6 Know and understand the importance of professional ethics and legal responsibilities.

1. Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions. 0.6.1

0.7 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.

1. Model behaviors of a good employee (i.e. reliability, dependability, professionalism). 0.7.1
2. Create a record of work experiences, certifications and products. 0.7.2

Technical Skills

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

1.1 Analyze career paths in the communications field.

1. Identify careers/entrepreneurial opportunities in media and communications (i.e. broadcasting and online communications). 1.1.1
2. Explain the ethical responsibilities of individuals in the field of communications/journalism. 1.1.2

Skip to main content

1.2 Demonstrate technical skills related to careers in the communications field.

1. Analyze the role of journalism in society today (including the evolution of journalism and present/future need). 1.2.1
2. Analyze the different modes of electronic communications. 1.2.2
3. Explore the influence media has on society. 1.2.3
4. Analyze writing and story forms for various media applications. 1.2.4
5. Understand issues related to cultural and regional diversity that affect the field of communications. 1.2.5
6. Analyze the relationship between shooting, video, capturing audio, editing, writing and reporting in the production of a story. 1.2.6
7. Understand the interview process. 1.2.7
8. Define and use journalistic terminology in appropriate contexts. 1.2.8
9. Identify expert sources and how to cultivate relationships with them. 1.2.9
10. Analyze the reliability of sources of information. 1.2.10
11. Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services). 1.2.11
12. Understand the importance of identity and reputation management in social media. 1.2.12
13. Understand the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources). 1.2.13
14. Produce and use digital media in storytelling. 1.2.14
15. Determine what constitutes libel, slander, obscenity, acceptable use, fair use, and plagiarism, invasion of privacy and student press rights. 1.2.15
16. Analyze the First Amendment, Freedom of Information Act, and copyright laws and their impact on communications and journalism. 1.2.16
17. Understand the necessity of digital file management. 1.2.17
18. Demonstrate digital file management. 1.2.18
19. Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news). 1.2.19